



ADVERTISING OPPORTUNITIES FOR YOUR BUSINESS

talk is a business magazine designed to promote business success across central Scotland. It profiles business leaders, includes thought-pieces as well as local business news.

This quarterly publication is available in both print and digital format and provides a forum for businesses to share and promote their business success to other entrepreneurs and businesses across the Stirling area.

- Quarterly business magazine
- Available in digital and print
- Readership 9000
- Direct link to website in digital edition



ADVERTISING RATES

Advert Size	Dimensions	Cost
Quarter page	(h)133mm x (w)93mm	£110 + VAT
Half page	(h)133mm x (w)194mm	£200 + VAT
Full page	<i>Within margins</i> (h)267mm x (w)194mm <i>or running off the page</i> (h)297mm x (w)210mm plus 4mm bleed	£350 + VAT
Half page Article Sponsorship: Ask the Expert	Share your expertise in our 'Ask the Expert' feature. For example; are you a solicitor, health practitioner or business consultant? Provide us with a 300 word article on a business issue specific to your area of expertise. Includes company logo and image.	£250 + VAT

OPPORTUNITIES TO PROMOTE YOUR BUSINESS

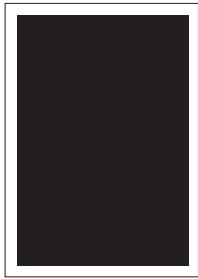
Edition Sponsorship	Share your company success and improve brand awareness – become a talk edition sponsor! Sponsorship includes: <ul style="list-style-type: none"> • Logo on all pages of publication • Full page article (promoted on front cover (under 'What's Inside')) • Half page advert • Opportunity to include video (available in digital edition) • Promotion on STEP website and social media platforms as edition sponsor • Pdf of article 	£750 + VAT
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Contacts:

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ARTWORK FORMATS

Full page



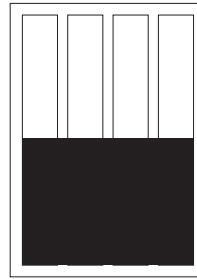
Width 194mm
Height 267mm

Full page bleed



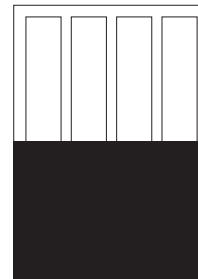
Width 210mm
Height 297mm
Plus 4mm bleed all round

Half page



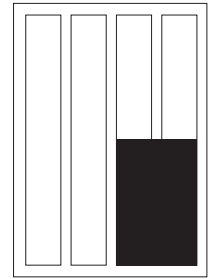
Width 194mm
Height 133mm

Half page bleed



Width 210mm
Height 148mm
Plus 4mm bleed all round

Quarter page



Width 93mm
Height 133mm

FILE SPECIFICATIONS

Accepted file types: PDF, JPEG, EPS

We advise that artwork is not generated in 'office' word processing programmes such as Microsoft Word, Powerpoint etc.

Colour space: CMYK

All elements of the artwork must be saved as CMYK process. RGB and Pantone spot colours **ARE NOT** acceptable.

Fonts: Embedded/converted

Please embed all fonts, or convert all fonts to outlines.

Resolution: 300dpi

All non vector elements of the artwork must be saved as 300dpi.

IMPORTANT: Transparencies must be flattened

Unflattened transparencies such as drop shadows, feathers and opacities can cause unwanted results when printed.

Please ensure all transparencies are flattened before file supply.

DEADLINE AND DISTRIBUTION DATES

EDITION	ISSUE 9
Advert Booking Deadline	1 August 2017
Editorial Deadline	24 July 2017
Advert Submission Deadline	1 August 2017
Distribution Date	4 September 2017

Please email all artwork or artwork related enquiries to Karen Nisbet:

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Contacts:

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